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ABSTRACT

This is one of a series of workbooks in consumer education which would also be useful in English as a Second Language (ESL) classes. In addition to textual material, each lesson is illustrated with pen-and-ink drawings and contains various types of short exercises to check comprehension and vocabulary. (AMH)

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DRESS FOR LESS

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U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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The author wishes to thank Roosevelt Gaymon, Jr. Buyer for Target Stores, Inc., Minneapolis, Minnesota for his invaluable assistance in compiling the research for this workbook.

WHAT ARE YOUR CLOTHES BUYING HABITS?

Put a check next to each sentence that tells what you do or what you are like.

1. ____ I shop for clothes *just* before I need them. (the afternoon before an important date, the day of a big party, the day before a big holiday)

2. ____ When I see something I like, I buy it, whether it fits in my wardrobe or not.

3. ____ I buy all of the latest fashions.

4. ____ I only shop at large department stores.

5. ____ I never buy clothes through the mail or from catalogs.

6. ____ I do not like to use clothes for more than one season.

7. ____ I do not shop at second-hand stores or resale shops for any of my clothes.

8. ____ I only shop for my summer clothes in the summer.

9. ____ I change my whole wardrobe whenever styles change.

10. ____ I do not have my own style of dressing.

11. ____ I like to buy clothes made by famous designers.

12. ____ I do not have a large wardrobe of ties, scarves or belts.

13. ____ The oldest thing in my wardrobe is under 1 year old.

14. ____ I cannot wear any of my work clothes when I go out or have to dress-up.

15. ____ I take most of my clothes (even my jeans) to the dry cleaners.

16. ____ I do not like to wash things by hand or in cold water.

17. ____ I never plan a wardrobe. That's a waste of time.

18. ____ I never plan a wardrobe because I do not have enough money.

19. ____ I never use a special soap for washing my best clothes.

20. ____ I do not have any special clothes to work around my house or work outdoors in.

Give yourself one point for each check. Now add up your score. Write it here:

_____

WHAT KIND OF SHOPPER ARE YOU?

0-5 points	You already have great shopping habits. Complete this workbook for fun.
6-10 points	You probably *could* be a great shopper and make your clothing dollars go a long way. This workbook can help you round out your shopping habits.
11-15 points	You either have too much money to spend on clothes or don't care what you do with your money. Not true, you say? Then you really will enjoy completing this workbook.
16-20 points	The people who make, sell and design clothes *love* you. Your dollars help keep them going. You may be the last of the big-time spenders. Think about it before you complete this workbook. It may change your life or at least put more money in your pocket.

Chapter 1

WHEN TO SHOP

There are many ways to dress your best and still dress for less. One of the best ways to save money on clothes is to shop at the right time.

The calendar below tells when different kinds of clothes are usually on sale. You save money when you shop for clothes that are on sale.

WHEN-TO-SHOP CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL
scarves, belts fabric pajamas gowns, robes men's and boy's wear summer vacation clothes women's wear	fabric furs stockings pajamas, robes and gowns		fabric pajamas gowns and robes
MAY baby clothes men's and boy's wear women's wear	**JUNE** stockings pajamas, robes gowns men's and boy's wear shoes	**JULY** fabric	**AUGUST** scarves belts baby clothes furs shoes
SEPTEMBER	**OCTOBER** baby clothes coats winter clothes	**NOVEMBER** furs	**DECEMBER** baby clothes summer vacation clothes

WHEN IS THE BEST TIME TO SHOP FOR CLOTHES? WHEN THEY ARE ON SALE!

FOR YOU TO DO

Clothing sales are not at the same time in every town and city. Learn when the stores in your town or city have clothing sales.

Use the WHEN-TO-SHOP Calendar. Circle the answer or answers for each question.

1. What are the best months to shop for baby clothes?
   MARCH MAY OCTOBER DECEMBER

2. What are the best months to shop for pajamas and gowns?
   FEBRUARY SEPTEMBER APRIL NOVEMBER JUNE

3. What are the best months to shop for summer vacation clothes?
   APRIL JANUARY JULY AUGUST DECEMBER

4. What is the best month to shop for coats?
   JANUARY DECEMBER MAY OCTOBER NOVEMBER

5. What are the best months to shop for men's and boy's clothes?
   JANUARY MARCH MAY JULY JUNE

OTHER GOOD TIMES TO SHOP:

After-Christmas sales

After-Easter sales

Immediately after a store opens.

The first day of a store sale.

The coldest part of winter may be a good time to shop. Store owners may have to offer bargains to get customers to come out in the bad weather.

Summer may also be a good time to shop for clothes. Store owners run specials during the summer because many people are out of town on vacation. Store owners run specials to keep their sales up.

SOME BAD TIMES TO SHOP

Near the end of the day when the store is about to close. You will have less time to look for bargains.

The last day of a store sale.

In the middle of the day on the weekend. This is when the store may be most crowded. Clothing may already be picked over. It is hard to find a bargain when the goods are already picked over.

The day before a big holiday. If you don't have your special outfit by then look-out! Prices may be highest just before an important holiday.

When you are in a hurry. Always give yourself time to shop.

Do you remember what you have read? Write T for true or F for false next to each sentence. See how well you remember.

1. ____ March is the best month to shop for a new rabbit jacket.

2. ____ June is a good month to shop for shoes.

3. ____ After Easter and after Christmas sales are not very good.

4. ____ Stay in and don't try to shop for clothes during the coldest part of winter.

5. ____ July may be the best month to shop for sales on men's or boy's wear.

CLYDE'S VACATION CLOTHES

Finish this story. Put the right word in each blank. Help Clyde do his shopping at the right time.

Clyde needed some clothes for his vacation in Florida. He was going on vacation in April. So he decided to shop for some summer clothes in _____ .
March, January

He waited for the _____ day of the sale on summer clothes at his favorite
last, first
department store. He planned to shop _____ in the day so that the store would
early, late
not be too crowded. Clyde waited until the _____ day of the sale, hoping to find
last, first
the best bargains. He also knew that he would have _____ time to shop on that
less, more
day. So Clyde shopped for his vacation clothes on the _____ day of the
first, last
_____ sale on summer clothes.
March, January

SMART SHOPPER SPECIAL

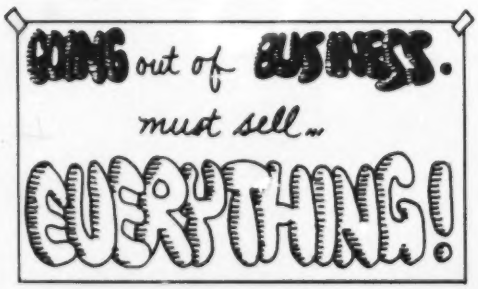
When is a sale a sale?
When you see that something is on sale, find out what it cost before the sale began. How much is it marked down?

Sometimes sales and specials will save you only a few cents. Other times you may be able to save from 30 to 60%. That is a good sale.

REMEMBER . . . find out how much something has been marked down before you buy it on-sale. Know how much you are really saving.

SMART SHOPPER SPECIAL

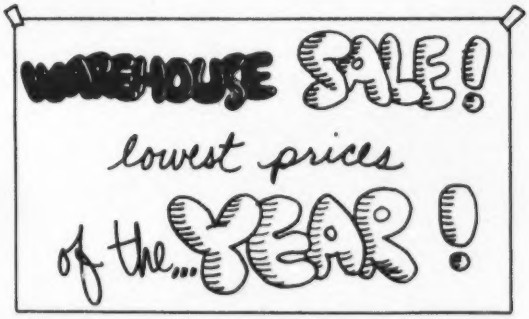
Have you ever seen these signs on a clothing store?



Remember — each sign is a promise of low prices. You still have to check to see *how much* what you are buying is marked down.

WHEN CAN YOU TAKE IT BACK?

Remember that clothing you buy on sale may not be *returnable.* That means you may not be able to take back or return clothing you buy on sale. Always try on sales clothes *before* you leave the store. **TRY IT ON.** Always make sure that there are no rips or tears. Make sure that it is what you want. Make sure that it fits. Find out if you can return what you buy when it is on sale.



MAKE YOUR OWN SALE

You may find a piece of clothing that is ripped or soiled at a store. If you think that you can fix or clean it, ask the manager to give you a "floor mark-down." This means that you will get money off the price of the garment because you buy it as it is.

"AS-IS"?

Some clothes are marked as-is when you buy them. This means that you'll be buying a garment that is on sale and that is ripped, soiled or damaged. If you can fix it yourself, you may get extra savings.

If you cannot fix or clean something you buy for "as-is" prices, can you return it to the store? Sometimes you can and sometimes you cannot. Find out before you buy!

MORE FOR YOU TO DO

Think of three good times to shop. Write them on the lines below:

1. _____

2. _____

3. _____

Think of a special sale you always buy some of your clothing at. Write the name of the sale and the store's name on the line below:

_____

Look at all the words in each line going across. Circle the word that does not belong in each line.

sale	bargain	mark down	damaged
clothing	garment	cleaning	clothes
"as-is"	soiled	ripped	sale

Think about why some of the words are the same or almost the same.

Look at the smart shopper words in the box. Write the correct word in each blank.

sale	"as-is"	return	marked down

1. The best times to buy clothes is when they are on _____ .
2. Check to see if you can _____ clothing before you buy anything on sale.
3. If you buy something _____ you may get an extra mark down.
4. When something is _____ it is less than the original price.

SOME SPECIAL THINGS ABOUT SALES

Fill in the blanks. Tell two good rules for shopping at clothing sales. Pick the letter of the right words to fill in the blanks:

a) try on b) marked down

1. Always _____ clothes that are on sale because you may not be able to return them.
2. No matter how big a sale is supposed to be, check to see how much the clothes are really _____ .

Chapter 2

WHERE TO SHOP

Think about the places you like to shop for clothing. Why do you like to shop there? Think about the places where you can find the best bargains on clothes. Where do you do most of your shopping? What kinds of prices do you pay?

Whether or not you save money on clothing may depend on where you shop.

WHERE TO SHOP — A GUIDE FOR YOU TO FOLLOW

Make this your own guide. Fill in the name of a store where you shop in each group.

CHAIN STORE: A large, nationwide store. Carries store brands of clothing. Has good quality and good guarantee on clothing. Has excellent return policy. May have sales with 10-50% mark-downs on clothes.

A good place to shop for basic fashions such as shoes, pants, shirts, sweaters, blouses, coats, dresses and suits.

The name of a chain store where I shop:

_____

DEPARTMENT STORE: A large store. May be part of a chain in one state or several states, across the country. Carries name-brand clothing. Carries designer-brand clothing. Has good to high quality clothes.

Has good guarantee on clothes and excellent return policy. May have sales with 10-40% mark-downs on clothes. A good place to shop for name-brands you want to buy, basic fashions that are high quality.

The name of a department store where I shop:

_____

DISCOUNT CHAIN STORE: A large store that may be nationwide or just in a few states [illegible]ries some store-brands and some name-brands that should be marked down. Has fair to good guarantee on clothing. Has fair to good return policy. May have sales with 10-50% mark-down on clothes.

A good place to buy baby clothes, children's play clothes, pajamas, gowns and robes, socks, underwear, scarves, belts, ties and stockings.

The name of a discount chain store where I shop:

_____

BARGAIN STORE: (True discount store) May be a large or small store. May be just in one city or town. Has low to fair quality clothing. You have to shop carefully. Also has low prices. May have fair to poor return policy. May have no guarantee on clothing. May have sales with 30-60% mark-down on clothes. A good place to shop for something you need to fill-in your wardrobe, not the basics. A good place to buy work clothes like overalls and work shirts, purses, some blouses and shirts, tennis shoes and gym clothes or exercise clothes; baby booties and rubber pants, paper diapers. Best for health and beauty aid savings.

The name of a bargain store where I shop:

_____

CLOTHING SPECIALTY SHOP: A small shop that may be nationwide or just in one town or city. May have designer clothes. May have name-brands. May carry "unusual" or "high-style" clothing. May carry many different styles of one kind of clothing — as in a jeans shop. May have low to high prices. May have fair to good return policy. May have good to high quality. May have good guarantee on clothing. Sales with 30-75% mark-down.

This is where you find the latest styles — the special tie or special scarf you need, when you don't mind paying a little more. May be a place to find a good buy on sale. Always remember that the price may be higher here to begin with. This is the place to go when you want or need something special.

Name of a specialty store where I shop:

_____

CATALOG: May be part of a chain or department store. Has good to excellent quality. Has excellent return policy but you must follow the rules. The prices are a few dollars less than in the stores. If you get a sale catalog, you can get excellent bargains. Things may be marked down 30-60%.

May give directions for measuring yourself. Follow any directions given to pick your right size. May be excellent for basic wardrobe. Give yourself time for what you ordered to arrive in the mail or at the pick-up desk. Not the place for shopping in a hurry. May help if you have a charge card from the catalog company.

Name of a catalog I use to buy clothes:

_____

FACTORY OUTLET: A small or large store. Usually in one town or city, near to the manufacturer of a certain brand. May have only one brand. May not have fitting rooms. Has low to excellent quality. May not have guarantee. May have fair return policy. Can get some good buys here. Clothing may be soiled or ripped. May be irregular in some way. Not the place to buy a basic wardrobe, but a great place to save on one or two things you really need. The place to shop for something you don't have enough money to buy in a chain or department store.

Some good things to look for at factory outlets are leather coats, baby clothes, high priced suits (100% wool), shirts, blouses, underclothes and slacks. Ask about the return policy if you cannot try anything on in the store. If you can't return it and can't try it on, don't buy it.

The name of a factory outlet where I shop:

_____

SAMPLE SHOP: A small store that is in one town or city. Has many brands. Clothing has already been used as sample but not worn. Has good to excellent quality. Check return policy. Some month-end sales, because new clothing is always coming in. May not have clothing for a long time. Cannot reorder certain pieces of clothing. Prices are at or below manufacturing cost. But may have designer clothing so you may still have to pay a lot.

Shop for something special here. Shop for something of a high style or name-brand that you would not want to buy in a department store. If you know brands and quality, a good place. If not — you should probably stay away.

The name of a sample shop where I shop:

_____

THRIFT SHOP OR RESALE STORE: A small store that may be part of a nationwide chain. May be only in one town or city. Carries clothing that has been used already. May buy used expensive clothing and sell it again. A *careful* shopper can find great bargains at a Thrift or Resale store. But fabric and care may not be marked. Labels may be faded or worn out. If you know how to spot a $200 designer blazer — this may be a great place for you to shop. Prices are low. Quality can be high if you know what to look for. Styles may be outdated. Ask about return policy. Some of the best buys will be old fur coats and jackets, high quality wool clothing, high quality dresses and slacks.

The name of a Thrift shop or Resale store where I shop:

_____

VARIETY STORE: May be a small or large store. May be part of a local or nationwide chain. Some kind of a 5 and 10 cents store — an 88¢ store. Has low to fair quality. May have good return policy. May have fair guarantee. Nothing is too expensive to begin with. You will not find large mark-downs. Look for clearance sales — or dollar days for the best savings.

A good place to shop for aprons, scarves, smocks, socks, children's and baby's clothing, purses, belts. Not the place to buy basic wardrobe.

The name of a variety store where I shop is:

_____

"I SHOP WHERE I CAN SAVE — WHETHER I OWN THE PLACE OR NOT!"

WHERE-TO-SHOP QUIZ

Circle the best place to shop for the things listed below:

1. A basic wardrobe

   Variety Store Chain Store Chain Discount Store

2. Work clothes (overalls, etc. . . .)

   Department Store Discount Chain Store Bargain Store

3. Baby clothes

   Discount Store Chain Store Department Store

4. Old fur coat

   Department Store Thrift Store Specialty Shop

NAME THE PLACE

Be a good "store detective." Name the place Sue shopped.

1. Sue bought a designer scarf on sale. When she got home, she found that it did not match the blouse she wanted to wear it with. Sue returned the scarf without any trouble. She went to a specialty shop and found a scarf she could wear with her blouse.

Where do you think Sue bought the scarf the first time?

(circle the answer)

Bargain Store Department Store Variety Store

Chapter 3

HOW TO SHOP

BEFORE YOU BUY, MAKE A PLAN

1. Think of one piece of clothing you need. Describe it as well as you can (size, color, material, etc.).

   _____

   _____

   _____

   _____

2. How much money can you spend for this piece of clothing? $ _____

3. Decide how you will get this piece of clothing. Put an X in front of each thing you will do.

   _____ Make it yourself (sew, knit, crochet, etc.)

   _____ Shop at a chain store

   _____ Shop at a department store

   _____ Shop at a specialty store

   _____ Shop at a discount store

   _____ Shop at a factory outlet store

   _____ Shop at a resale (second-hand) store

   _____ Shop at a sample shop

   _____ Use a catalog

   _____ Compare prices and clothing at more than one store

   _____ Shop at a store you know well

   _____ Wait to buy the clothing on sale

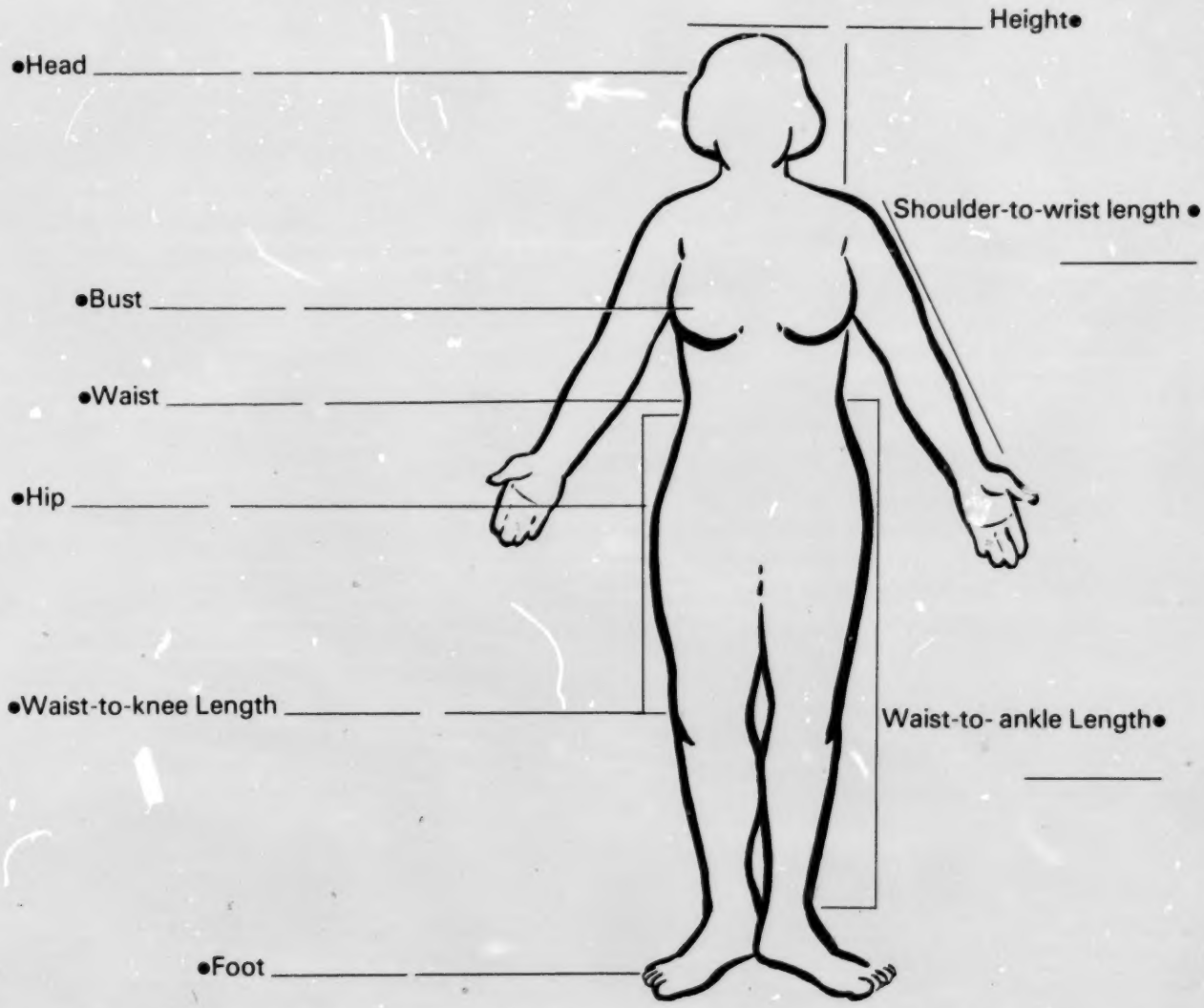
IF YOU NEED TO MATCH SOMETHING YOU'VE GOT . . . TAKE IT WITH YOU WHEN YOU SHOP.

KNOW YOUR SIZE.

WHAT SIZE ARE YOU?

Know what size you are and what size you wear. Write the size you are on the lines. Use a tape measure to check your size for sure.

Measure your own size with a tape measure. Fill in the spaces.



How much do you weigh? _____

Try on clothing to see if it fits.

WHAT SIZE DO YOU WEAR?

Fill-in the size you wear next to each piece of clothing listed below:

DRESS _____

SKIRT _____

BLOUSE _____

COAT _____

SLACKS _____

PANTS SUIT _____

SWIM SUIT _____
(one and two piece)

STOCKINGS _____

SHOES _____

SOCKS _____

HAT _____

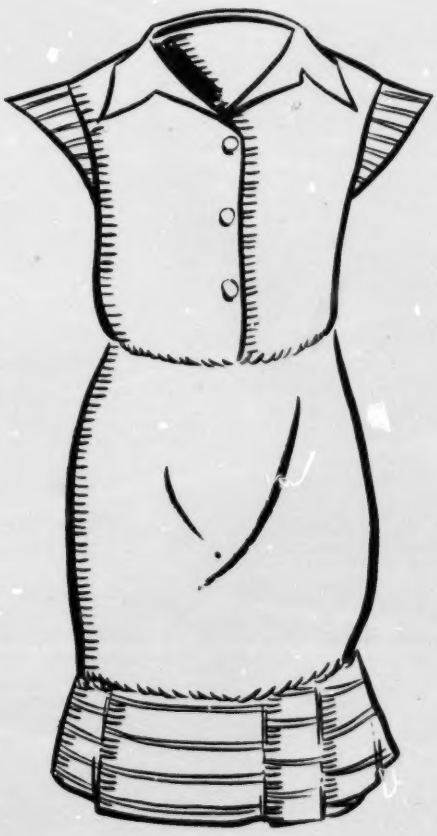
BELT _____

GLOVES _____

UNDERGARMENTS _____

_____

_____



(circle one)
Are you petite?

average?

tall?

queen-size?

KNOW YOUR SIZE.

WHAT SIZE ARE YOU?

Know what size you are and what size you wear. Write the size you are on the lines. Use a tape measure to check your size for sure.

Use a tape measure. What size are you?

•Weight _____

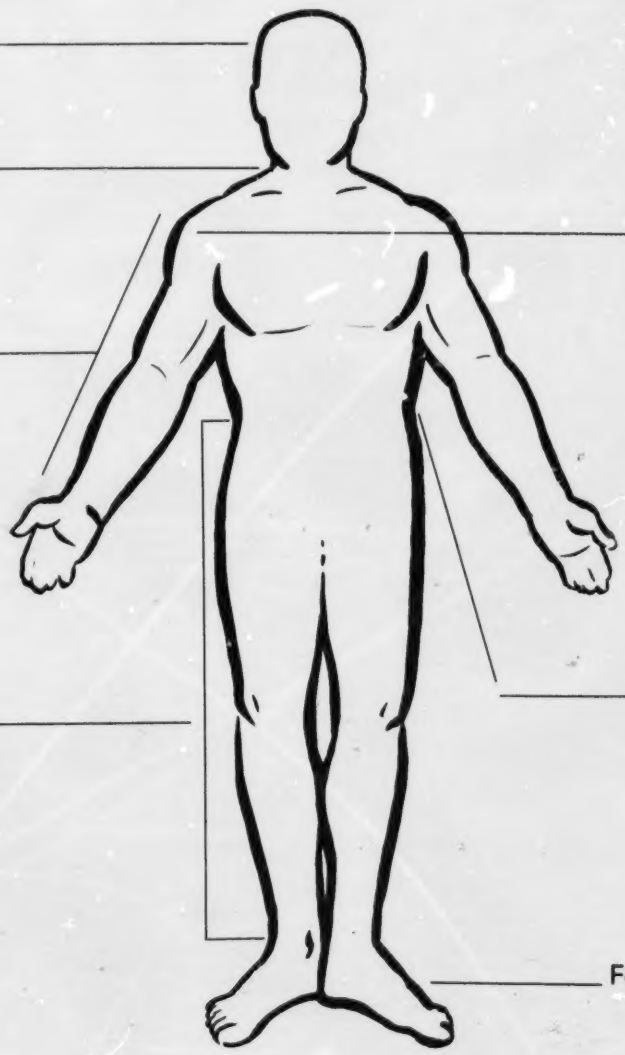
_____ Overall Height•

•Head _____

•Neck _____

_____ Chest•

•Shoulder to wrist _____



_____ Waist•

•Waist to ankle _____

_____ Foot•

Try on clothing to see if it fits.

WHAT SIZE DO YOU WEAR?

Fill-in the size you wear for each of the pieces of clothing listed below:

SLACKS _____

JACKET _____

SHIRT_____ (include neck and sleeve length)

COAT _____

JEANS _____

SWIMWEAR _____

UNDERGARMENTS _____

_____ _____

BELTS _____

GLOVES _____

SHOES_____

HATS _____

(circle one)

Are you small?

average?

tall?

extra large?

GOOD BUY — BAD BUY?

When is something a good buy for you? Put an "X" next to each thing that would be a good buy for you.

_____ a 100% wool suit, marked ½ price

_____ a pair of black leather boots at 30% off

_____ a denim suit that's ½ price

_____ a white summer jacket that's 20% off

_____ a bright yellow silk shirt

_____ leather gloves at ½ price

Was anything above a good buy for you? It really depends on what you need and what you want for your own wardrobe. It depends on the style of dress that you prefer. It depends on the climate you live in. It depends on *how much* you can spend to take care of your clothes once you buy them. It depends on *how much time* you can spend taking care of your clothes.

There are no set rules for finding a good buy in clothing. But there are some things that you can do when you buy clothing to make sure you're not getting gyped.

Try asking yourself these questions whenever you find something you want to buy:

Is this piece of clothing well made?

- check the seams — are they well-sewn (at least ½" of fabric on either side) side)
- check under the arms — fabric should give easily and not be tight
- check the hem or cuffs — are they well sewn?

Is this piece of clothing going to shrink or fade?

- check the label for this information

Is this fabric going to last?

- Some natural fabrics last longer but are most difficult to take care of — 100% cotton needs ironing and 100% wool usually has to be dry cleaned.
- Blended fabrics — 45% wool/55% polyester — require simpler care. They can generally be washed at home.
- Blended fabrics may also cost less than 100% natural fabrics.
- 100% synthetic (sin the tic) fabrics are all man-made. They may be very inexpensive. They may look just like a natural fabric. Synthetic fabrics may be easiest to care for. However, they do not usually last as long as natural fabrics do and do not breathe as well.

Is there anything irregular about this piece of clothing?

Are the plaids matched?

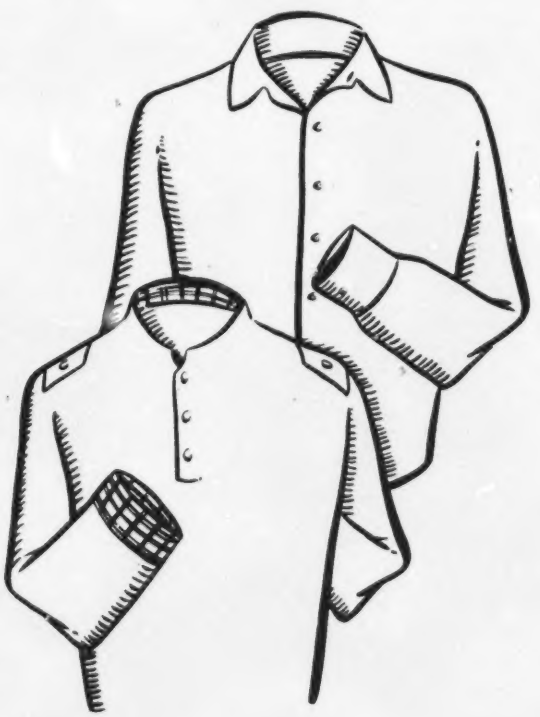
FOR YOU TO DO:

Remembering what you have just read, pick out the best buy listed below:

WHAT DO YOU THINK IS THE BEST BUY?

A 100% cotton shirt for $15.
A 50% cotton-50% Dacron shirt for $15.
A 100% Dacron shirt for $15.

If you have time to do the ironing, you may be happiest with the 100% cotton shirt. If you want wash and wear — you may go for the cotton-Dacron blend or the 100% Dacron shirt. Remember, the 100% Dacron shirt will not last as long as the cotton shirt will. Synthetic fibers are now *less* expensive than natural fibers. Either the 100% cotton shirt or the blended shirt would probably be a better buy for $15.



BUYING CLOTHES? WHAT DO YOU THINK?

1. Think of one piece of clothing you have bought that was a "good buy." Tell why you are happy you bought this.

2. Think of one piece of clothing you have bought that was a "bad buy." Tell why it was a mistake to buy this.

3. List two or more rules you think should be followed to buy clothes wisely.

PLAN YOUR WARDROBE

Types of Clothes	What You Have Now	What You Need	What You Can Spend
Coats, jackets, raincoats			
Everyday clothes			
Sportswear (casual clothes, bathing suits, etc.)			
Clothes for dress-up			
Sleepwear			
Underclothes, stockings			
Shoes and boots			
Accessories (belts, ties, scarves, etc.)			

Keep in mind the colors you have in your wardrobe. You should be able to mix and match easily.

Chapter 4

TAKE CARE OF WHAT YOU'VE GOT

Before you buy a piece of clothing, READ ALL OF THE LABELS. Not only the price tags. Not only the fancy designer label. Read the care and instructions label too.

Every piece of clothing you buy should have a label that tells what kind of care you should give it.

Cleaning and caring for your clothing correctly will make it last longer. It will look better and fit better too. Taking proper care of your clothing will help you dress for less.

As you read and work the problems in this chapter, remember — taking proper care of your clothing is the key to dressing for less.

LOOK AT THE LABEL!

Labels can help you take good care of your clothes. Read each label. Answer the questions below:

A
PERMANENT PRESS MACHINE WASH AND DRY WITH LIKE COLORS MEDIUM SETTING - NO BLEACH

B
DRY CLEAN ONLY PLEASE TEST SPOT REMOVERS BEFORE USING

C
WASH BEFORE WEARING MACHINE WASH WARM NO SOAP OR BLEACH USE DETERGENT TUMBLE DRY LOW

D
MACHINE WASH GENTLE CYCLE OR HAND WASH WARM WATER MILD SOAP NO BLEACH DO NOT WRING USE COOL IRON

Circle the answer.

1. Which labels say wash without bleach? A B C D
2. Which labels says "Wash before Wearing?" A B C D

   Can you name anything that needs to be washed before wearing? _____
3. Which label says that you may need to iron the garment after it is washed? A B C D
4. Which garment will cost the most to clean? A B C D
5. Which garment will take the most time to wash at home? A B C D

CHOOSE YOUR CLOTHING

QUIZ YOURSELF ON CARE

Think of one piece of clothing you always wash in cold water. Write the name of that piece of clothing on the line below:

_____

Think of one piece of clothing you have to take to the dry cleaners. What kind of fabric is in that piece of clothing? Write the name of the fabric on the line below:

_____

Think of one piece of clothing or anything else you wear (shoes, hats) that you use bleach to clean. What is it? Write it on the line:

_____

Is there anything you always wash by hand?

What is it? _____

How do you dry it? _____

If you cannot answer any of these questions about the way you take care of your clothes, you may need to go back and read your labels again.

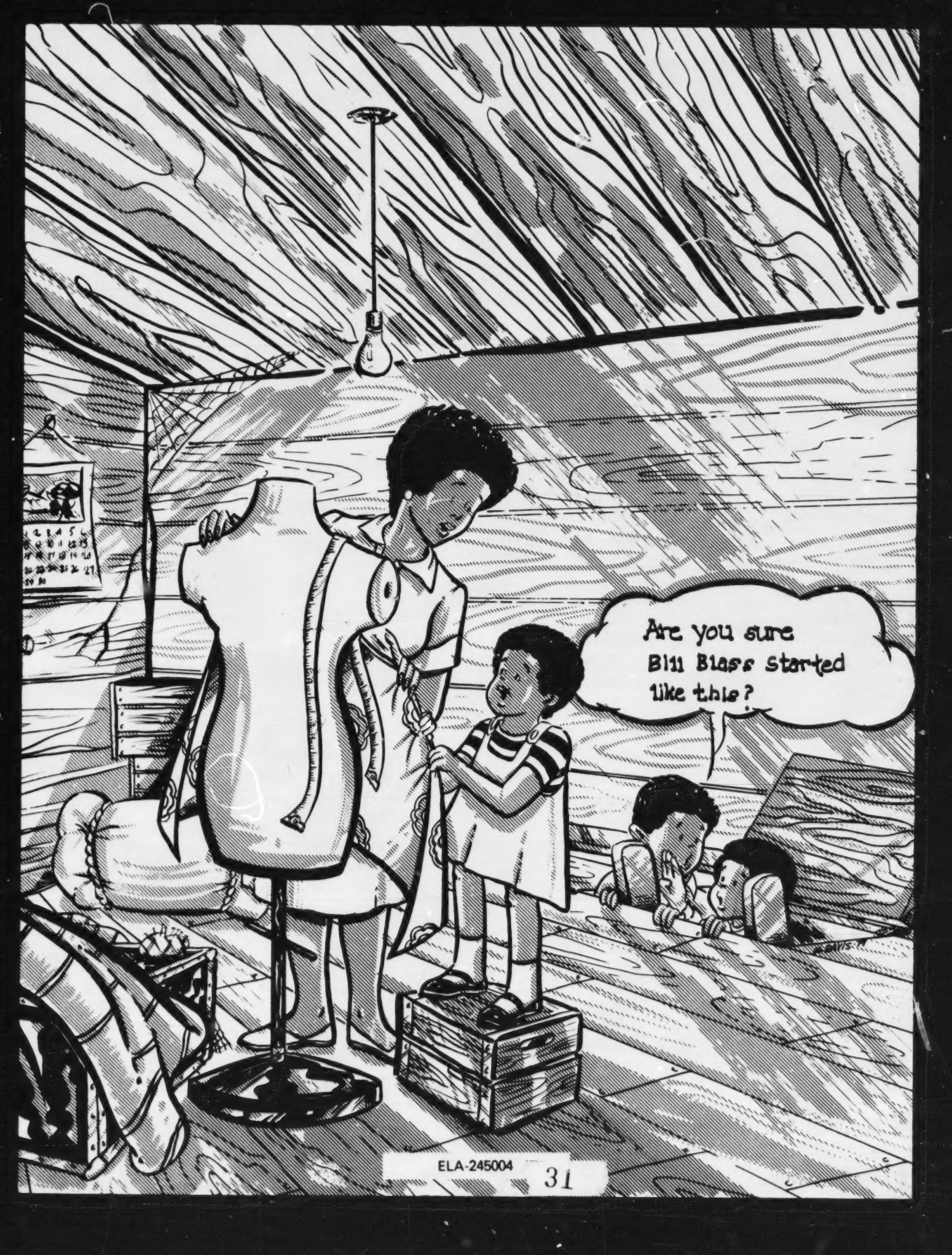
WHAT ARE YOUR CLOTHES BUYING HABITS NOW?

Now that you know how to dress for less, look back at the quiz you took on page 5. Do you think that you will change any of your clothes buying habits? Do you think that you will change the way you take care of your clothes?

Read each sentence on page 5 again. Change any answers you wish by placing an X over the number. Count the number of X's you have. Subtract that number from your old score.

Write your score here: _____

What kind of clothes buying habits do you have now?


Are you sure Bill Blass started like this?